DOCUMENT RESUME

ED 379 018 JC 950 094

AUTHOR Payne, William H., Jr.
TITLE Employer Survey Results for the PVCC Graduating Class of 1992-93. Research Report Number 1-95.
INSTITUTION Piedmont Virginia Community Coll., Charlottesville, VA. Office of Institutional Research and Planning.
PUB DATE Feb 95
NOTE 42p.
PUB TYPE Reports - Research/Technical (143) -- Tests/Evaluation Instruments (160)

EDRS PRICE MF01/PC02 Plus Postage.
DESCRIPTORS *College Graduates; *Community Colleges; Education Work Relationship; *Employer Attitudes; *Job Performance; *Job Skills; Mail Surveys; *Personnel Evaluation; Questionnaires; Two Year Colleges; Vocational Followup
IDENTIFIERS *Piedmont Virginia Community College

ABSTRACT

During fall 1994, Piedmont Virginia Community College (PVCC) surveyed employers of the college's recent graduates to evaluate the occupational success of PVCC graduates and the effectiveness of the college's academic programs in preparing graduates for work. Surveys were sent to the employers of 41 graduates from the class of 1992-93 who had previously given permission for their employers to be contacted. Usable responses were received from 33 employers, for a response rate of 80.5%. Survey findings included the following: (1) nearly 90% of all employers rated the graduates as either "excellent" or "good" in every job performance category; (2) over half of the employers rated PVCC graduates as "good" in every category, and nearly half rated the graduates as "excellent" in "cooperation with fellow workers" and "cooperation with supervisors"; (3) a comparison with previous surveys indicates that employer satisfaction with job performance has increased; (4) over 60% of the employers felt that PVCC graduates had better math, writing, speaking, research, and logic skills than most employees; (5) in two categories, math and logic skills, 76% of the employers rated PVCC graduates as either "excellent" or "good"; (6) for writing, speaking, and research skills, between 64% and 68% of the employers rated the graduates as either "excellent" or "good"; and (7) in the categories of occupational education and training and general education, 84% of the employers rated PVCC as either "excellent" or "good," up from 72% in the 1991-92 survey. (Appendixes include employer evaluations and comments, graduate job titles, participating employers, and the survey instrument.) (KP)

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PIEDMONT VIRGINIA COMMUNITY COLLEGE

Employer Survey Results for the PVCC Graduating Class of 1992-93

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Research Report
Number 1-95

February 1995

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PVCC Institutional Research Brief

February 1995

Employer Survey: PVCC Graduating Class of 1992-93

During the fall of 1994, the Office of Institutional Research and Planning at Piedmont Virginia Community College (PVCC) surveyed employers of the college's recent graduates to evaluate the occupational success of PVCC graduates and the effectiveness of the college's academic programs in preparing graduates for work in various professions. Results of the survey were published in *Employer Survey Results for the PVCC Graduating Class of 1992-93* (PVCC Research Report 7-94, December 1994), the ninth in a series of annual employer survey reports. This brief summarizes the report.

For the most part, employers responding to the survey were satisfied with the job skills, performance, and attitudes of the 1992-93 PVCC graduates they hired. As shown in Table 1, nearly 90% of all employers rated the graduates as either EXCELLENT or GOOD in every job-performance category. Over half of the employers rated PVCC graduates as GOOD in every category, and nearly half rated the graduates as EXCELLENT in two categories: "Cooperation with Fellow Workers," and "Cooperation with Supervisors." A comparison of these ratings with those from previous surveys suggests that employer satisfaction with the job performance of PVCC graduates has increased. The percentage of graduates receiving either EXCELLENT or GOOD ratings in the six job performance categories rose from 82.6% for 1990-91 graduates to 87.2% for 1991-92 graduates to 88.8% for 1992-93 graduates.

Table 1: Work Evaluation of 1992-93 PVCC Graduates by Employers

Category	EXCELLENT (one of the best ever)		GOOD (better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Technical Job Skills	8	25.0%	18	56.3%	6	18.8%	0	0.0%
Quality of Work	9	27.3%	20	60.6%	4	12.1%	0	0.0%
Quantity of Work	9	27.3%	17	51.5%	6	18.2%	1	3.0%
Attitude Toward Work	11	33.3%	19	57.6%	3	9.1%	0	0.0%
Cooperation with Fellow Workers	14	42.4%	17	51.5%	2	6.1%	0	0.0%
Cooperation with Supervisors	15	46.9%	17	53.1%	0	0.0%	0	0.0%

Employers also seemed satisfied with the general skills of 1992-93 PVCC graduates. As revealed in Table 2, the majority of employers felt that PVCC graduates had better math, writing, speaking, research, and logic skills than most employees. In two categories, "Math Skills" and "Logic Skills," 76% of employers rated PVCC graduates as either EXCELLENT or GOOD. In the remaining categories ("Writing Skills," "Speaking Skills," and "Research Skills"), between 64% and 68% of employers rated the graduates as either EXCELLENT or GOOD. These results are consistent with general skills evaluations of prior surveys.

Table 2: General Skills Evaluation of 1992-93 PVCC Graduates by Employers

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Math Skills	7	28.0%	12	48.0%	6	24.0%	0	0.0%
Writing Skills	6	18.2%	15	45.5%	10	30.3%	2	6.1%
Speaking Skills	5	15.2%	17	51.5%	9	27.3%	2	6.1%
Research Skills	7	31.8%	8	36.4%	7	31.8%	0	0.0%
Logic Skills	8	24.2%	17	51.5%	7	21.2%	1	3.0%

Finally, as shown in Table 3, employers seemed very satisfied with the education and training provided by PVCC. Eighty-four percent of all employers rated the college as either EXCELLENT or GOOD in the categories "Occupational Education and Training" and "General Education." In contrast, only 72% of employers of 1991-92 graduates rated the college as either EXCELLENT or GOOD in these two categories.

Table 3: Evaluation of PVCC by Employers of 1992-93 PVCC Graduates

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Occupational Education and Training	8	30.8%	14	53.8%	4	15.4%	0	0.0%
General Education	7	29.2%	13	54.2%	4	16.7%	0	0.0%

EMPLOYER SURVEY RESULTS FOR THE

PVCC GRADUATING CLASS OF 1992-93

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Research Report No. 1-95

February 1995

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EMPLOYER SURVEY RESULTS FOR THE PVCC GRADUATING CLASS OF 1992-93

INTRODUCTION

This is the ninth in a series of annual studies on employer satisfaction with Piedmont Virginia Community College (PVCC) graduates.[1] For many students, the primary purpose of a college education is to obtain a particular job and attain success in that job. Many academic programs are designed to secure jobs for students in technical fields or to upgrade occupational skills. Graduate follow-up surveys, skills tests, and a number of other tools are available for measurement purposes, but ultimately it is an employer's satisfaction or dissatisfaction that determines occupational success for both the graduate and the academic program. At a time when state legislatures, accrediting agencies, and state coordinating boards are demanding student outcomes assessment, employer evaluations are extremely important for all institutions of higher education.

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[1]See Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1984-1985* (PVCC Research Report No. 5-87, June 1987), Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1985-1986* (PVCC Research Report No. 6-88, July 1988), Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1986-1987* (PVCC Research Report No. 5-89, July 1989), Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1987-88* (PVCC Research Report No. 4-90, June 1990), Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1988-89* (PVCC Research Report No. 5-91, August 1991), Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1989-90* (PVCC Research Report No. 2-92, February 1992), Ronald B. Head, *Employer Survey Results for the PVCC Graduating Class of 1990-91* (PVCC Research Report No. 3-93, April 1993), and Richard S. Myers, *Employer Survey Results for the PVCC Graduating Class of 1991-92* (PVCC Research Report No. 6-93, November 1993). Prior to 1987, PVCC had conducted two employer surveys, one in 1976, and one in 1980. Results of the 1980 survey, conducted by Robert A. Ross, were published in *Employer Follow-Up on the Occupational/Technical Graduates of the Class of 1978-1979* (PVCC Research Report No. 3-80, October 1980). Between 1980 and 1987, employer surveys were not conducted because college officials feared such surveys might violate the privacy rights of graduates.

METHODOLOGY

To protect the privacy of its graduates, PVCC surveys only employers of graduates who have given permission on a graduate follow-up survey to conduct an employer survey. Although this limits the number of employers who can be contacted, as well as raises the possibility of a self-selection bias, it is felt that the privacy rights of PVCC graduates have to be ensured.

On the graduate follow-up survey for the class of 1992-93, 46 graduates, or 37.7% of all respondents, answered yes to the question "May we contact your employer to conduct an employer follow-up survey?"[2] On October 4, 1994, survey forms were sent to the employers of 41 of these graduates. Surveys were not sent to employers of five graduates who were either self-employed or provided no employer address. Thirty-three of the 41 employers completed and returned valid surveys for a response rate of 80.5%. This response rate was considerably higher than the response rates from the previous two surveys (53.1% for 1991-92 graduates and 68.1% for 1990-91 graduates).

Results of the employer survey by PVCC instructional program and degree are included in this study as Appendix A, and employer comments are included as Appendix B. A list of the job titles of PVCC graduates whose employers completed surveys is included as Appendix C, and a list of all participating employers is included

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[2]See Paul G. Fowler, *Follow-up Survey of PVCC Graduates of the Class of 1992-93* (PVCC Research Report No. 6-94, August 1994).

as Appendix D. The release form is included as Appendix E and the survey instrument as Appendix F.

EMPLOYER EVALUATION OF JOB PERFORMANCE

The evaluation of 1992-93 PVCC graduates by their employers with respect to job skills, performance, and attitude is presented in Table 1. As can be seen, over 80% of employers rated PVCC graduates as either EXCELLENT (one of the best ever) or GOOD (better than most) in every category but one. Over half of the employers rated PVCC graduates as GOOD in every category, and nearly half rated PVCC graduates as EXCELLENT in two categories--"Cooperation with Fellow Workers" and "Cooperation with Supervisors." Approximately 20% of employers rated PVCC graduates as AVERAGE (about the same as most) in two categories--

TABLE 1: Work Evaluation of 1992-93 PVCC Graduates by Employers

Category	EXCELLENT (one of the best ever)		GOOD (better than most)		AVERAGE (about the same as most)		POOR (worse than most)	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Technical Job Skills	8	25.0%	18	56.3%	6	18.8%	0	0.0%
Quality of Work	9	27.3%	20	60.6%	4	12.1%	0	0.0%
Quantity of Work	9	27.3%	17	51.5%	6	18.2%	1	3.0%
Attitude Toward Work	11	33.3%	19	57.6%	3	9.1%	0	0.0%
Cooperation with Fellow Workers	14	42.4%	17	51.5%	2	6.1%	0	0.0%
Cooperation with Supervisors	15	46.9%	17	53.1%	0	0.0%	0	0.0%

"Technical Job Skills" and "Quantity of Work." Finally, one employer rated a PVCC graduate as POOR (worse than most) in the category "Quantity of Work."

An examination of the 1992-93 ratings in comparison to those given for 1991-92 and 1990-91 graduates reveals several trends regarding work evaluation. Three categories exhibited notable increases in the proportion of employers who rated PVCC graduates as either EXCELLENT or GOOD. Over the three-year period, the proportion of graduates receiving either an EXCELLENT or a GOOD rating in "Quality of Work" increased from 78.1% to 87.9%. Graduates receiving EXCELLENT or GOOD ratings in the category "Cooperation with Fellow Workers" also increased from 84.4% in 1990-91 to 93.9% in 1992-93. Finally, EXCELLENT or GOOD ratings increased in the category "Cooperation with Supervisors" from 87.1% in 1990-91 to 100% for 1992-93 graduates. After increasing from 81.3% in 1990-91 to 96% in 1991-92, the proportion of employers rating PVCC graduate attitudes toward work as either EXCELLENT or GOOD decreased to 90.9% in 1992-93. The ratings in the remaining categories, "Technical Job Skills" and "Quantity of Work," remained relatively constant over the three-year period.

Overall, the proportion of graduates receiving EXCELLENT or GOOD ratings in the six categories has increased steadily in recent years (82.6% in 1990-91; 87.2% in 1991-92; and 88.8% in 1992-93). Between 1991-92 and 1992-93, the proportion of EXCELLENT ratings decreased by slightly under 20%. The proportion of GOOD ratings, however, increased by over 21%, so that the overall increase in the combined categories, EXCELLENT and GOOD, was 1.6%. As noted in the methodology

section of this study, employer evaluations of 1992-93 PVCC graduates by both curricular program and degree, as well as by technical job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors are presented in Tables 5 through 10 of Appendix A. Care should be taken in interpreting the figures in these tables due to the small number of respondents in certain programs.

Of the 33 graduates whose employers returned valid surveys, 65.6% (21) indicated on the graduate follow-up survey that they intended to pursue their current jobs as long-range careers, 18.7% (6) indicated they did not plan to pursue their current position long-term, and 15.6% (5) were undecided. For the most part, these graduates were more likely to want to pursue their current jobs as long-range careers than were other graduate survey respondents. Fifty percent (45) of all graduate survey respondents indicated that they planned to pursue their current positions long-term, while 32.2% (29) indicated they would not, and 17.8% (16) were undecided.

Also, on the graduate follow-up survey, 25.9% (7) of the graduates whose employers returned surveys indicated that they were very satisfied with their jobs, 70.4% (19) indicated they were satisfied, and 3.7% (1) were not very satisfied. No graduates indicated that they were unsatisfied. Percentage figures for all respondents to the graduate follow-up survey were lower for those graduates claiming they were very satisfied and higher for those claiming they were not very satisfied or dissatisfied. Approximately 17.5% (14) of all respondents indicated that they were very satisfied, 66.3% (53) indicated they were satisfied, 12.5% (10) were not very satisfied, and 3.8% (3) were dissatisfied.

As noted earlier, surveying employers only with the permission of the PVCC graduates may have biased the survey results. One might assume that satisfied, productive workers are more likely than unsatisfied, unproductive workers to allow their employers to be contacted. Indeed, 1992-93 graduate survey data suggest that graduates who granted PVCC permission to contact their employers had higher levels of job satisfaction than did survey respondents in general. Whereas 83.8% of all graduates surveyed were either satisfied or very satisfied with their jobs, 96.3% of the graduates who allowed PVCC to contact their employers were satisfied or very satisfied with their jobs. The possibility that results of the survey were biased by the selection procedure is a valid concern.

To investigate this further, correlation coefficients were calculated between each of the categories in Table 1 and the job satisfaction of PVCC graduates. The results are presented in Table 2.

For the most part, neither statistically significant positive nor negative correlations between job satisfaction and employer evaluations were evident. The variables exhibiting the highest degrees of correlation with job satisfaction were "Quality of Work," "Cooperation with Fellow Workers," and

TABLE 2: CORRELATION BETWEEN JOB SATISFACTION AND EMPLOYER EVALUATION OF 1992-93 PVCC GRADUATES

CATEGORY	CORRELATION COEFFICIENT
Technical Job Skills	0.1044
Quality of Work	0.2609
Quantity of Work	0.1750
Attitude Toward Work	0.1938
Cooperation with Fellow Workers	0.2455
Cooperation with Supervisors	0.2320

NOTE: The correlation coefficient in this table was calculated using the Spearman Correlation Coefficient. Measures of correlation are typically defined as having values ranging from -1 to +1. A value of -1 indicates a perfect negative relation, while a value of +1 indicates a perfect positive relation.

"Cooperation with Supervisors." None of the coefficients were significant at the .05 level. The lowest correlation was between job satisfaction and "Technical Job Skills." These results suggest little relationship between job satisfaction and employer evaluations of PVCC graduates. However, because employer ratings of PVCC graduate job skills, performance, and attitudes tend to be high regardless of the level of graduate job satisfaction, care should be exercised in interpreting these results. The existence of relatively small variances in the employer ratings may be the reason for the low correlation coefficients rather than lack of relationship between independent and dependent variables.

EMPLOYER EVALUATION OF GENERAL SKILLS

Table 3 presents the evaluation of general skills given by employers to 1992-93 PVCC graduates. Employers evaluated general skills in math, writing, speaking, research, and logic. Overall, employers felt that PVCC graduates had better general skills than most employees. The majority of employers rated PVCC graduates as either EXCELLENT or GOOD in every general skills category. In two categories, "Math Skills" and "Logic Skills," 76% of all employers rated PVCC graduates as EXCELLENT or GOOD. In the remaining categories ("Writing Skills," "Speaking Skills," and "Research Skills"), between 64% and 68% of employers rated graduates as either EXCELLENT or GOOD. A few PVCC graduates were rated by their employers as POOR in writing (2), speaking (2), and logic (1) skills.

In all general-skills categories, a slightly larger percentage of 1992-93 graduate employers rated their employees as EXCELLENT than did 1991-92 graduate employers. However, due to the small number of employer respondents, caution should be exercised in drawing any conclusions from this. For example, while the number of graduates receiving EXCELLENT ratings in speaking skills dropped from 28.0% in 1991-92 to 15.2% in 1992-93, this represented a decline of only 2 persons.

TABLE 3: General Skills Evaluation of 1992-93 PVCC Graduates by Employers

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Math Skills	7	28.0%	12	48.0%	6	24.0%	0	0.0%
Writing Skills	6	18.2%	15	45.5%	10	30.3%	2	6.1%
Speaking Skills	5	15.2%	17	51.5%	9	27.3%	2	6.1%
Research Skills	7	31.8%	8	36.4%	7	31.8%	0	0.0%
Logic Skills	8	24.2%	17	51.5%	7	21.2%	1	3.0%

In 1992-93, graduates received a larger percentage of EXCELLENT or GOOD ratings in two categories--"Research Skills" (50.0% in 1991-92; 68.2% in 1992-93), and "Logic Skills" (64.0% in 1991-92; 75.7% in 1992-93). Three categories witnessed a decrease in the percentage of students receiving either an EXCELLENT or GOOD rating--"Math Skills" (80.0% in 1991-92; 76.0% in 1992-93), "Writing Skills" (72.0% in 1991-92; 63.7% in 1992-93), and "Speaking Skills" (88.0% in 1991-92; 66.7% in 1992-93). While the category "Speaking Skills" received the highest percentage of

EXCELLENT or GOOD ratings in 1991-92 (88.0%), it had one of the lowest proportions of such ratings of any category in 1992-93 (66.7%).

Employer evaluations of 1992-93 PVCC graduates by both curricular program and degree, as well as by skills in math, writing, speaking, research, and logic, are presented in Tables 11 through 15 of Appendix A. Again, as noted earlier, care should be exercised in interpreting figures from any table in Appendix A. In many cases, the numbers of respondents are too few for meaningful conclusions to be drawn.

EMPLOYER EVALUATION OF TRAINING AND EDUCATION AT PVCC

Employers were asked to rate PVCC according to two categories: (1) "Occupational Education and Training;" and (2) "General Education." The results of this evaluation are shown in Table 4.

The majority of employers felt that PVCC was better than most institutions with respect to both occupational education and training and general education. Occupational education and

TABLE 4: Evaluation of PVCC by Employers of 1992-93 PVCC Graduates

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Occupational Education and Training	8	30.8%	14	53.8%	4	15.4%	0	0.0%
General Education	7	29.2%	13	54.2%	4	16.7%	0	0.0%

training at PVCC was rated as EXCELLENT or GOOD by 84.6% of the employers, and general education was rated as either EXCELLENT or GOOD by 83.4%. Although these percentages represent increases over the previous year's figures (76.2% in 1991-92 for "Occupational Education and Training," and 68.2% for "General Education"), smaller percentages of 1992-93 employers rated PVCC as EXCELLENT in the two categories. No employers rated either occupational education and training, or general education as POOR, and less than one-fifth rated either as AVERAGE.

CONCLUSIONS

The primary purpose of PVCC employer surveys is to determine employer satisfaction or dissatisfaction with graduate job skills, performance, and academic preparation. Such surveys are important because they enable college officials to gauge the success of academic programs. For the most part, employers were satisfied with the performance and general skills of the 1992-93 PVCC graduates they hired, as well as with the training and education provided by PVCC.

Employers gave the job performance of PVCC graduates high ratings. With respect to job skills, quality and quantity of work, attitude, and cooperation with fellow workers and supervisors, approximately 90% of employers rated 1992-93 graduates as either EXCELLENT or GOOD. Comparison of current data with that of previous surveys suggests that employer satisfaction with PVCC-graduate job performance has increased.

The majority of employers felt that 1992-93 PVCC graduates had better general skills than most employees. Approximately 70% of employers rated the general skills (math, writing, speaking, research and logic) of the graduates as EXCELLENT or GOOD. These results are consistent with general-skills evaluations of prior surveys.

Finally, employers seemed very satisfied with the education and training provided by PVCC. Nearly 85% of employers rated the college as either EXCELLENT or GOOD in the categories "Occupational Training and Education" and "General Education." No employers rated PVCC as POOR.

APPENDIX A:

EMPLOYER EVALUATIONS BY

CURRICULAR PROGRAM AND DEGREE RECEIVED

TABLE 5: Employer Evaluation of Technical Job Skills of 1992-93 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	2	66.7%	1	33.3%	0	0.0%
A.A. Degree	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Business Administration	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	1	33.3%	1	33.3%	1	33.3%	0	0.0%
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Management	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Nursing	2	14.3%	9	64.3%	3	21.4%	0	0.0%
Office Systems	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Police Science	1	33.3%	2	66.7%	0	0.0%	0	0.0%
A.A.S. Degree	5	22.7%	13	59.1%	4	18.2%	0	0.0%
Career Studies in Business	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Career Studies in Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Law Enforcement	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Certificate	3	50.0%	3	50.0%	0	0.0%	0	0.0%
GRAND TOTAL	9	26.5%	19	55.9%	6	17.6%	0	0.0%

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TABLE 6: Employer Evaluation of Quality of Work of 1992-93 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	2	66.7%	1	33.3%	0	0.0%
A.A. Degree	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Business Administration	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Management	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Nursing	4	26.7%	9	60.0%	2	13.3%	0	0.0%
Office Systems	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Police Science	1	33.3%	2	66.7%	0	0.0%	0	0.0%
A.A.S. Degree	6	26.1%	15	65.2%	2	8.7%	0	0.0%
Career Studies in Business	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies in Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Law Enforcement	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Certificate	4	66.7%	2	33.3%	0	0.0%	0	0.0%
GRAND TOTAL	10	28.6%	21	60.0%	4	11.4%	0	0.0%

TABLE 7: Employer Evaluation of Quantity of Work of 1992-93 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	3	100.0%	0	0.0%	0	0.0%
A.A. Degree	0	0.0%	3	100.0%	0	0.0%	0	0.0%
Business Administration	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Management	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Nursing	3	20.0%	6	40.0%	5	33.3%	1	6.7%
Office Systems	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Police Science	1	33.3%	2	66.7%	0	0.0%	0	0.0%
A.A.S. Degree	5	21.7%	11	47.8%	6	26.1%	1	4.3%
Career Studies in Business	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies in Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Law Enforcement	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Certificate	4	66.7%	2	33.3%	0	0.0%	0	0.0%
GRAND TOTAL	10	28.6%	18	51.4%	6	17.1%	1	2.9%

TABLE 8: Employer Evaluation of Attitude Toward Work of 1992-93 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	1	33.3%	2	66.7%	0	0.0%	0	0.0%
A.A. Degree	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Business Administration	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Management	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Nursing	4	26.7%	9	60.0%	2	13.3%	0	0.0%
Office Systems	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Police Science	0	0.0%	2	66.7%	1	33.3%	0	0.0%
A.A.S. Degree	6	26.1%	14	60.9%	3	13.0%	0	0.0%
Career Studies in Business	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Career Studies in Child Care	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Law Enforcement	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Certificate	3	50.0%	3	50.0%	0	0.0%	0	0.0%
GRAND TOTAL	11	31.4%	21	60.0%	3	8.6%	0	0.0%

TABLE 9: Employer Evaluation of Cooperation with Fellow Workers of 1992-93 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	1	33.3%	2	66.7%	0	0.0%	0	0.0%
A.A. Degree	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Business Administration	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Management	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Nursing	6	40.0%	7	46.7%	2	13.3%	0	0.0%
Office Systems	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Police Science	0	0.0%	3	100.0%	0	0.0%	0	0.0%
A.A.S. Degree	9	39.1%	12	52.2%	2	8.7%	0	0.0%
Career Studies in Business	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Career Studies in Child Care	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Law Enforcement	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Certificate	3	50.0%	3	50.0%	0	0.0%	0	0.0%
GRAND TOTAL	14	40.0%	19	54.3%	2	5.7%	0	0.0%

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TABLE 10: Employer Evaluation of Cooperation with Supervisors of 1992-93 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	2	66.7%	1	33.3%	0	0.0%	0	0.0%
A.A. Degree	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Business Administration	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	1	33.3%	2	66.7%	0	0.0%	0	0.0%
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Management	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Nursing	8	57.1%	6	42.9%	0	0.0%	0	0.0%
Office Systems	1	100.0%	0	0.0%	0	0.0%	0	0.0%
Police Science	0	0.0%	3	100.0%	0	0.0%	0	0.0%
A.A.S. Degree	10	45.5%	12	54.5%	0	0.0%	0	0.0%
Career Studies in Business	2	66.7%	1	33.3%	0	0.0%	0	0.0%
Career Studies in Child Care	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Law Enforcement	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Certificate	2	33.3%	4	66.7%	0	0.0%	0	0.0%
GRAND TOTAL	15	44.1%	19	55.9%	0	0.0%	0	0.0%

TABLE 11: Employer Evaluation of Math Skills of 1992-93 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	2	66.7%	1	33.3%	0	0.0%
A.A. Degree	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Business Administration	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Science	0	0.0%	0	0.0%	1	100.0%	0	0.0%
A.S. Degree	1	33.3%	1	33.3%	1	33.3%	0	0.0%
Drafting & Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Electronics	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Management	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Nursing	2	20.0%	6	60.0%	2	20.0%	0	0.0%
Office Systems	0	-	0	-	0	-	0	-
Police Science	0	0.0%	2	100.0%	0	0.0%	0	0.0%
A.A.S. Degree	3	18.8%	9	56.3%	4	25.0%	0	0.0%
Career Studies in Business	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies in Child Care	0	-	0	-	0	-	0	-
Law Enforcement	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Certificate	3	75.0%	1	25.0%	0	0.0%	0	0.0%
GRAND TOTAL	7	26.9%	13	50.0%	6	23.1%	0	0.0%

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TABLE 12: Employer Evaluation of Writing Skills of 1992-93 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	2	66.7%	1	33.3%	0	0.0%
A.A. Degree	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Business Administration	0	0.0%	1	50.0%	0	0.0%	1	50.0%
Science	0	0.0%	0	0.0%	1	100.0%	0	0.0%
A.S. Degree	0	0.0%	1	33.3%	1	33.3%	1	33.3%
Drafting & Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Electronics	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Management	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Nursing	3	20.0%	9	60.0%	3	20.0%	0	0.0%
Office Systems	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Police Science	1	33.3%	1	33.3%	1	33.3%	0	0.0%
A.A.S. Degree	5	21.7%	11	47.8%	7	30.4%	0	0.0%
Career Studies in Business	1	33.3%	1	33.3%	1	33.3%	0	0.0%
Career Studies in Child Care	0	0.0%	0	0.0%	0	0.0%	1	100.0%
Law Enforcement	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Certificate	2	33.3%	1	16.7%	2	33.3%	1	16.7%
GRAND TOTAL	7	20.0%	15	42.9%	11	31.4%	2	5.7%

TABLE 13: Employer Evaluation of Speaking Skills of 1992-93 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	2	66.7%	1	33.3%	0	0.0%
A.A. Degree	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Business Administration	0	0.0%	1	50.0%	0	0.0%	1	50.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	0	0.0%	2	66.7%	0	0.0%	1	33.3%
Drafting & Design	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Electronics	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Management	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Nursing	4	26.7%	8	53.3%	2	13.3%	1	6.7%
Office Systems	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Police Science	0	0.0%	2	66.7%	1	33.3%	0	0.0%
A.A.S. Degree	5	21.7%	11	47.8%	6	26.1%	1	4.3%
Career Studies in Business	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Career Studies in Child Care	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Law Enforcement	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Certificate	0	0.0%	3	50.0%	3	50.0%	0	0.0%
GRAND TOTAL	5	14.3%	18	51.4%	10	28.6%	2	5.7%

TABLE 14: Employer Evaluation of Research Skills of 1992-93 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	2	100.0%	0	0.0%	0	0.0%
A.A. Degree	0	0.0%	2	100.0%	0	0.0%	0	0.0%
Business Administration	1	50.0%	0	0.0%	1	50.0%	0	0.0%
Science	0	0.0%	0	0.0%	1	100.0%	0	0.0%
A.S. Degree	1	33.3%	0	0.0%	2	66.7%	0	0.0%
Drafting & Design	0	-	0	-	0	-	0	-
Electronics	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Management	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Nursing	2	28.6%	2	28.6%	3	42.9%	0	0.0%
Office Systems	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Police Science	1	33.3%	2	66.7%	0	0.0%	0	0.0%
A.A.S. Degree	5	35.7%	5	35.7%	4	28.6%	0	0.0%
Career Studies in Business	1	33.3%	1	33.3%	1	33.3%	0	0.0%
Career Studies in Child Care	0	-	0	-	0	-	0	-
Law Enforcement	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Certificate	2	40.0%	2	40.0%	1	20.0%	0	0.0%
GRAND TOTAL	8	33.3%	9	37.5%	7	29.2%	0	0.0%

TABLE 15: Employer Evaluation of Logic Skills of 1992-93 PVCC Graduates by Curricular Program and Degree Received

Category	EXCELLENT (one of the best ever) No.	Pct.	GOOD (better than most) No.	Pct.	AVERAGE (about the same as most) No.	Pct.	POOR (worse than most) No.	Pct.
Liberal Arts	0	0.0%	2	66.7%	1	33.3%	0	0.0%
A.A. Degree	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Business Administration	0	0.0%	1	50.0%	1	50.0%	0	0.0%
Science	0	0.0%	1	100.0%	0	0.0%	0	0.0%
A.S. Degree	0	0.0%	2	66.7%	1	33.3%	0	0.0%
Drafting & Design	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Electronics	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Management	2	100.0%	0	0.0%	0	0.0%	0	0.0%
Nursing	2	13.3%	9	60.0%	3	20.0%	1	6.7%
Office Systems	0	0.0%	1	100.0%	0	0.0%	0	0.0%
Police Science	1	33.3%	2	66.7%	0	0.0%	0	0.0%
A.A.S. Degree	5	21.7%	13	56.5%	4	17.4%	1	4.3%
Career Studies in Business	3	100.0%	0	0.0%	0	0.0%	0	0.0%
Career Studies in Child Care	0	0.0%	0	0.0%	1	100.0%	0	0.0%
Law Enforcement	1	50.0%	1	50.0%	0	0.0%	0	0.0%
Certificate	4	66.7%	1	16.7%	1	16.7%	0	0.0%
GRAND TOTAL	9	25.7%	18	51.4%	7	20.0%	1	2.9%

APPENDIX B:

EMPLOYER COMMENTS

Employer Comments

[PVCC graduate] only works [in our department] occasionally and because of this she may rate slightly lower than someone who works 40 hrs./week.

I think you should add an attendance/punctuality [question on this survey].

I would like to see you extend your management skills classes longer. One of the things new graduates lack is supervision skills and communicating with line staff in a constructive way. Building team accountability without interference of one's ego is important to discuss. A lot of the new grads have the "Mother Syndrome" expecting their supervisor to validate their every decision. [I] would like to see more independent thinking and more logic skills. Thanks for including me in your survey process.

[PVCC graduate] consistently performs her job in a quality manner and has been invaluable to me. She is in a central and key position and she helps me not only in a working manner, but helps me to maintain the great team spirit we strive to keep here in the warehouse. It is quality employees like [PVCC graduate] that keep the warehouse accurate and profitable. [PVCC graduate] is the only employee in 8 years of supervision that I have ever given a 5 to on an evaluation (5 is the highest). Thank you.

[PVCC graduate] was very motivated. She arrived at work with determination; and continued throughout the year to grow in clinical skills and professional adjustments. She stated she wanted to learn and be exposed to every educational opportunity and grasped instructions readily. She was motivated, I think, by a previous exposure to a family member and long term illness and death. [PVCC graduate] worked along side another PVCC graduate, who was not motivated and has had problems in accepting the degree of work involved on a medical surgical unit.

The certificate programs are excellent and enhance the skills of individuals who have been in the same position for a period of time. Thank you for your recognition of continuing education and the impact it has on employee and employer satisfaction.

[PVCC graduate] has been one of our finest employees. She consistently is rated "exceptional" on our yearly evaluations.

The nursing graduates need a course in professional ethics and certainly need a few lectures on running a unit and how to be organized.

Pay attention to small details also.

Difficult to rate this individual due to her lengthy experience with us, on the same unit before, during and after her graduation from PVCC.

APPENDIX C:

JOB TITLES OF PVCC GRADUATES

WHOSE EMPLOYERS COMPLETED SURVEYS

Job Titles

Animal Control Officer

Cashier

Clinician

Fiscal Technician

Frozen Food Worker

Infobase Technician

Inventory Control Clerk

Librarian

Mechanical Designer

Phlebotomy Technician

Police Officer

Program Support Technician

Registered Nurse

Sales Advisor

Supervisor

Support Staff

Test Engineer

Test Technician

APPENDIX D:

PARTICIPATING EMPLOYERS

List of Participating Employer Organizations

Albemarle County

American Red Cross

Autumn Care Nursing Home

Crutchfield Corporation

Eldercare Gardens

Isotemp Research, Incorporated

James Madison University

Kroger Food Stores

Martha Jefferson Hospital

Michie Company

Plow & Hearth

Southside Community Hospital

Sperry Marine, Incorporated

UVA Health Sciences Center

United Parcel Service

University of Virginia

APPENDIX E:

EMPLOYER CONTACT AUTHORIZATION FORM

PIEDMONT VIRGINIA COMMUNITY COLLEGE

EMPLOYER CONTACT AUTHORIZATION FORM

Date _____

I, the undersigned, grant permission for Piedmont Virginia Community College (PVCC), from which I recently graduated, to contact my employer for the purpose of conducting an employer survey to determine employer satisfaction with the college, its graduates, and its programs of study. I authorize my employer to complete the employer survey form and return it to PVCC.

I understand that the purpose of the employer survey is educational, that survey results will remain confidential, and that only aggregate, not individual, data will be released by PVCC.

_____
(signature)

- -

GRADUATE'S NAME _____

IMMEDIATE SUPERVISOR'S NAME _____

IMMEDIATE SUPERVISOR'S TITLE _____

EMPLOYER (COMPANY) NAME _____

EMPLOYER ADDRESS _____
_____

EMPLOYER TELEPHONE _____

APPENDIX F:

SURVEY INSTRUMENT

1994 Employer Survey
Piedmont Virginia Community College

Scale:

Excellent	= One of the best employed by the company
Good	= Better than most
Average	= About the same as most
Poor	= Worse than most
N/A	= Not applicable

In comparison to other employees you hire at the same level and in the same capacity, [PVCC graduate] rates as:

	EXCELLENT	GOOD	AVERAGE	POOR	N/A
Technical job skills					
Quality of work					
Quantity of work					
Attitude toward work					
Cooperation with fellow workers					
Cooperation with supervisors					
Math skills					
Writing skills					
Speaking skills					
Research skills					
Logic skills					

Compared to similar institutions, PVCC rates as:

	EXCELLENT	GOOD	AVERAGE	POOR	N/A
Occupational Educ / training					
General education					

(Over)

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